

CLAIMS

Please add the following new claims:

24. (New) A method comprising:

controlling a network transaction between a user receiver and a content provider occurring over a network operated by a network operator, the content provider offering enhanced content programming relating to the network transaction, the network operator determining whether intercepted enhanced content programming complies with a set of network operator parameters and permitting the enhanced content programming to be received by the user receiver if the content programming complies with the set of parameters.

25. (New) The method of claim 24 wherein the user receiver initiating a request for the enhanced content programming.

26. (New) The method of claim 24 further comprising preventing the enhanced content programming from being received by the user receiver if the enhanced content programming does not comply with the set of parameters.

27. (New) The method of claim 24 further comprising the network operator detecting triggers embedded in the enhanced content programming.